R.J. Reynolds Tobacco Company

J. L. Merusi
KEY ACCOUNT MANAGER

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December 11, 1995

TO: All Sales Reps & Retail Reps with Cumberland Farms

RE: CUMBERLAND FARMS OPM REFURBISHMENT
CID #0107-00-00

Ladies & Gentlemen:

Beginning the first week in January 1996, all Cumberland Farms stores will be visited by an agency working for RJR for the purpose of refurbishing our Overhead Package Fixtures.

The agency will replace decor and clean all units to ensure our OPM's have a new look.

The agency will not be fixing mechanical problems, such as broken trays. Mechanical problems will still require field sales assistance.

The agency will be working on the project for approximately 14 - 16 weeks to complete the entire chain. As of today, a schedule has not been established on an individual store basis, but the timeframe for the chain will be January through April.

No action on your part is required relative to this refurbishing program. This letter is for information in the event you encounter the agency in Cumberland Farms stores or the topic comes up while making calls in Cumberland Farms.

Sincerely,

J. L. Merusi

JLM/sec

cc: DM's
RM's

Sales		Retail	
1221		1222	
1222		1223	26
1223	08	1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/ryln0000